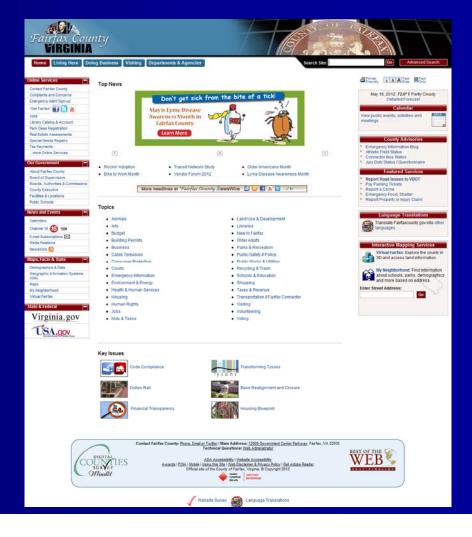


www.fairfaxcounty.gov





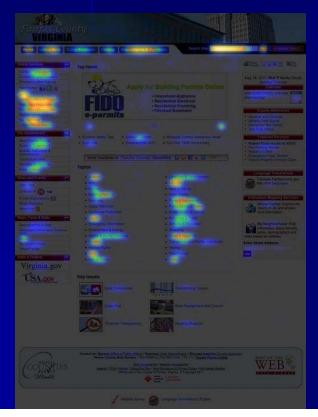
- Based on years of data, our current homepage is not optimally serving our community
- We need a smarter homepage!





Heat Maps

 According to years of data we've been collecting, the public clicks very specific/consistent links:









Data Driven Refresh

- An average of
 75.2 percent of
 homepage clicks
 go to only 29 links
 (out of 114 links on homepage)
- So 75 percent of clicks go to 25 percent of links

VISIBLE ON THIS PAGE NOT VISIBLE BOTH			
ELEMENT		CLICKS	PERCENT
q	Form	4194	12.3%
Jobs	Link	3845	11.3%
Real Estate Assessments	Link	1791	5.2%
Departments & Agencies	Link	1742	5.1%
Library Catalog & Account	Link	1666	4.9%
Go	Form	1048	3.1%
Tax Payments	Link	982	2.9%
Jobs	Link	935	2.7%
Taxes & Revenue	Link	876	2.6%
more Online Services	Link	692	2.0%
Board of Supervisors	Link	633	1.9%
Living Here	Link	631	1.7%
Building Permits	Link	630	1.7%
Courts	Link	619	1.7%
Parks & Recreation	Link	593	1.7%
Libraries	Link	584	1.7%
Contact Fairfax County	Link	525	1.5%
Land Use & Development	Link	521	1.5%
Health & Human Services	Link	447	1.3%
Animals	Link	399	1.2%
Housing	Link	377	1.0%
Voting	Link	373	1.0%
Slide Show Image	Image	344	1.0%
Public Schools	Link	335	1.0%
Public Safety	Link	307	0.8%
Police	Link	296	0.8%
Recycling & Trash	Link	289	0.8%
Doing Business	Link	282	0.8%
Park Class Registration	Link	281	0.8%



- Data sample from Oct. 11-18, 2011
- "q" and "Go" = search



Homepage Refresh Goals

- 1.) Reduce number of links to eliminate link clutter and visual noise
- 2.) Feature most accessed services our public's top tasks
- 3.) Include popular/timely search results



Homepage Refresh Goals

- 4.) Focus on top topics
- 5.) Showcase great photos of life in Fairfax County
- 6.) Promote information channels such as NewsWire & social media
- 7.) Provide cohesive design



Feature most accessed services

 According to years of data, these are the most accessed online services:



- · Real Estate Values
- Jobs
- Library Books
- Court Cases
- Park Classes



- Car Taxes
- Real Estate Taxes
- Parking Tickets
- Traffic/Criminal Violations



- · Car Purchase/Move Ins
- · Complaints/Crimes
- Road Issues to VDOT



Include popular search results and other trending topics so we're responsive to the community:

Trending: Summer Camp | Marriage License | SACC

 1.06 million searches on fairfaxcounty.gov in 2011 and millions more on commercial search engines like Google and Yahoo; our homepage is not the only way to navigate our site



Focus on key topics

(based on years of data)

- Animals
- . Board of Supervisors
- Building Permits
- Courts
- Energy & Environment
- Health & Human Services
- Housing
- · Land Use
- Library

- Maps & GIS
- Online Services
- Our Government
- Parks & Recreation
- Police
- Recycling & Trash
- Taxes
- Transportation
- Voting

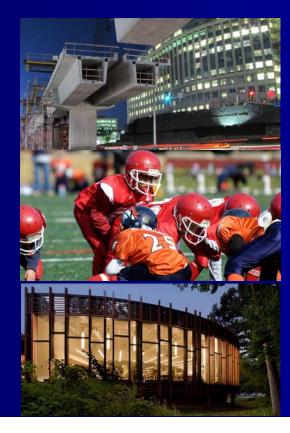
More Topics...

New second-level Topics page will be created to include comprehensive, long list not appropriate for a homepage design



Showcase great photos of life in Fairfax County, some of which may be newsworthy, too:









Promote information channels such as NewsWire & social media:

Connect & Engage



- . May is National Bike Month
- Boat Season Opens Early at Riverbend Park
- Register Now for May 18-19 Youth Track and Field Meet
- Video: Farmers Markets 2012 Opening





Twitter

Mobile

25 Calendar







- Highlight key news headlines
- Promote key engagement tools

More News...



- So with...
 - Great pictures
 - Top tasks
 - Popular search results
 - NewsWire and social media
 - Topics
 - Years of usage patterns

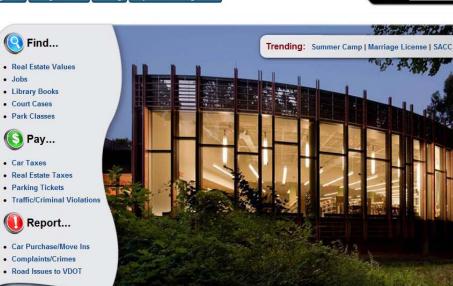


• Jobs

Living Here | Doing Business | Visiting | Departments & Agencies

Search Site:

Solver Marine Trail Control



Topics

- Animals
- Board of Supervisors
- Building Permits
- Courts
- . Energy & Environment
- · Health & Human Services
- Housing
- Land Use
- Library

- Maps & GIS
- Online Services
- Our Government
- Parks & Recreation
- Police
- · Recycling & Trash
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More Topics...

Connect & Engage



- May is National Bike Month
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Emergency Blog

About This Photo

- Facebook
- Twitter
- Mobile Mobile
- 25 Calendar
- 🛗 🐠 🖭 🚥

Contact Us



Contact us by phone, email, or Twitter for general information. 8 a.m. to 4:30 p.m., Monday-Friday

More News...



Living Here | Doing Business | Visiting | Departments & Agencies

Search Site:

Trending: Summer Camp | Marriage License | SACC





- Library Books
- Court Cases
- Park Classes



- Car Taxes
- Real Estate Taxes
- Parking Tickets
- Traffic/Criminal Violations



Report...

- · Car Purchase/Move Ins
- Complaints/Crimes
- Road Issues to VDOT

Topics

- Animals
- Board of Supervisors
- Building Permits
- Courts
- . Energy & Environment
- . Health & Human Services
- Housing
- · Land Use
- Library

- Maps & GIS
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More Topics...

Connect & Engage



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More News...



About This Photo













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Living Here | Doing Business | Visiting | Departments & Agencies

Search Site:

Trending: Summer Camp | Marriage License | SACC



Topics

- Animals
- Board of Supervisors
- Building Permits
- Courts
- Energy & Environment
- · Health & Human Services
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- Land Use

Contact Us

Library

- Maps & GIS
- Online Services
- Our Government
- · Parks & Recreation
- Police
- Recycling & Trash
- Taxes
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More Topics...

Connect & Engage



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Emergency Blog















703-FAIRFAX

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Living Here Doing Business Visiting Departments & Agencies

Search Site:



- Real Estate Values
- Jobs
- Library Books
- Court Cases
- Park Classes



(E) Pay...

- Car Taxes
- Real Estate Taxes
- Parking Tickets
- Traffic/Criminal Violations



Report...

- Car Purchase/Move Ins
- Complaints/Crimes
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Topics

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More News...















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Living Here | Doing Business | Visiting | Departments & Agencies

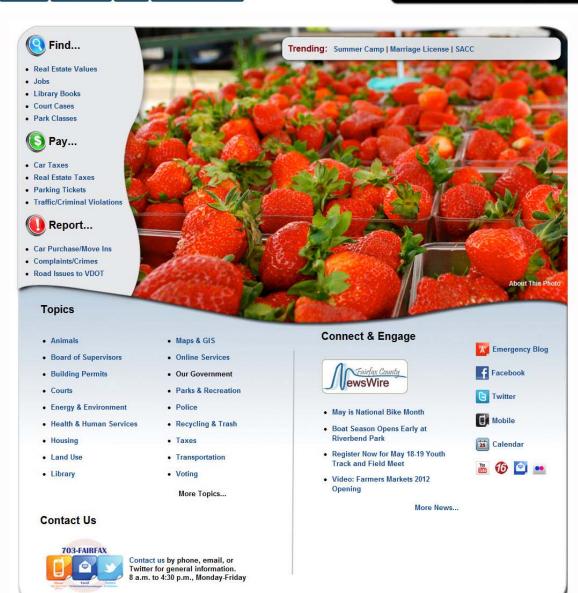
Search Site:





Living Here | Doing Business | Visiting | Departments & Agencies

Search Site:





Living Here Doing Business Visiting Departments & Agencies

Search Site:



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Current vs. Future







Other New/Revised Pages

- 1. New Contact Us Page (done)
- 2. Revised Mobile Landing Page (done)
- 3. Revised Online Services Page (in progress)
- 4. Revised NewsWire (coming soon)
- 5. Enhanced Web Feedback Page (coming soon)
- 6. New Topics Page (coming soon)
- 7. Engagement Portal (coming soon)
- 8. Our Government (coming soon)



- All secondary page templates will remain the same with left navigation and larger footer
- The design changes on new homepage apply only to the homepage



Please <u>take this survey</u> and provide your feedback about the draft homepage refresh:

